



Future Frequencies

Derek Woodgate

PREPARED FOR



MARCH, 2008

Brave New World



Frequency 1.0

Brave New World



**"You must have
chaos within
you to create
a dancing
star."**

- *Frederic Nietzsche*

Brave New World

No “Back to the future”

- ➔ Breakthrough ideas
- ➔ Past restrictions narrow our lens
- ➔ Find solutions in totally new formats
 - Re-contextualizing / Expanding potential
- ➔ Envisioning hostile territories
- ➔ Recognizing the dialectic of progress
- ➔ Simplified translations / illustrations

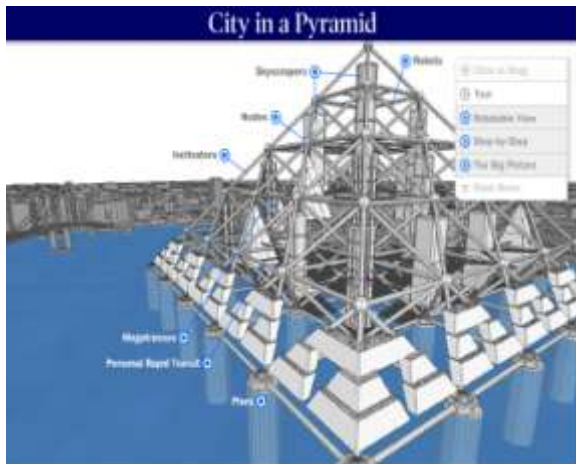


Leveraging discontinuous change

Frequency One

Brave New World

- ➡ Subvert assumptions
- ➡ Peel away the surface - experience
- ➡ Revisit values and signifiers
- ➡ Reconstruct reality, paradoxes, hybrids
- ➡ Change perspective and conceptual relevance
- ➡ Add events and potential wildcards



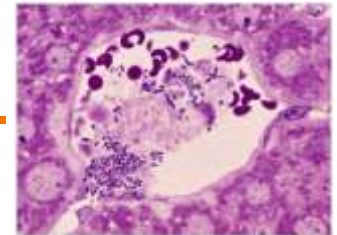
Brave New World

➡ Globalization and global collaboration

➡ The new economic order

➡ Community vs. commodity

➡ Nanotechnology & Medicine



➡ Biotech ethics & morals -
- *'remind ourselves we are human'*

➡ Growing creative class

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Brave New World

- ➡ Learning from new social realms
- ➡ Social transmutes communications to entertainment / arts
- ➡ Added geospatial features - ambient support
- ➡ Sharing our experiences across the globe in real time
- ➡ Redefinition of friends, families, anchors



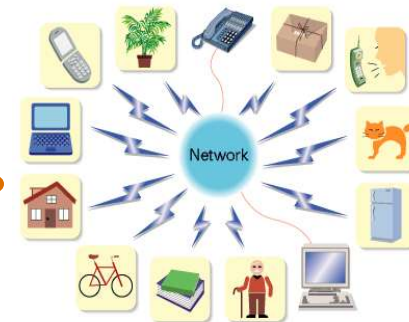
Brave New World

➡ Mobility: Time and Place-shifting
Towards telepresence

➡ Ubiquitous Connectivity

➡ New concepts of space
- *Interactive architecture*

➡ Mapping culture: annotated lives
Engaging the environment

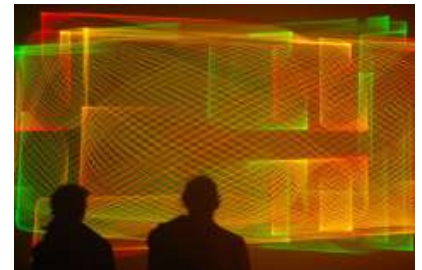
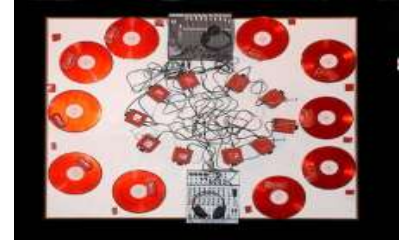


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Brave New World

- ➡ Digital and media convergence
 - Triple/quad delivery (internet, IPTV, VOD, Audio)
 - Music from fusion of PDA, GameBoy, PC, MIDI
- ➡ Sensory driven / immersive / responsive/
- ➡ Avatar-oriented interaction (text, audio, video)
- ➡ New visualization - Lasers & holograms



Brave New World

- ➡ Home - from “net zero” to networked
- ➡ Enhanced nature
- ➡ New energy sources
 - Enzymes that produce hydrogen or nitrogen
- ➡ Adventure living

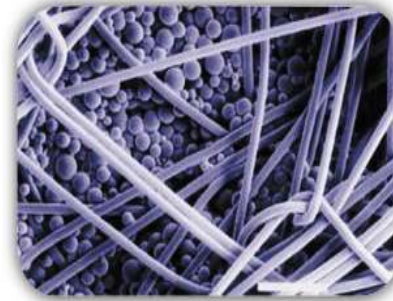


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Brave New World

- ➔ Reinvention of everyday objects and materials
- ➔ Nanoscale machines
- ➔ Robotics and AI
- ➔ Security



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**“How will you live
differently in 2015?”**

The Human Highway

2



Frequency 2.0

The Human Highway

the
Futurēs
Lab

"If you ever get close to a human and human behavior be ready to get confused, There's definitely no logic, no map to human behavior, but yet it is so irresistible."

- Bjork, Human Behavior

."

Frequency 2.0

The Human Highway

the
Futurēs
Lab

**"We live differently
and pursue new
lifestyles, because
we see ourselves as
a new kind of
person."**

- Joel Mokyr : The Lever of Riches

The Human Highway

- ➡ New Anchors
- ➡ Multiple identities and virtual humanity
- ➡ New archetypes and metaphors
- ➡ Self agency and Self organization



Frequency Two

The Human Highway

➡ Redefining Life stages

- The end of the “three box theory”
- Working into our 70s



➡ Postgender

➡ Wellness and Life extension - *Timeship*

➡ Upskilling

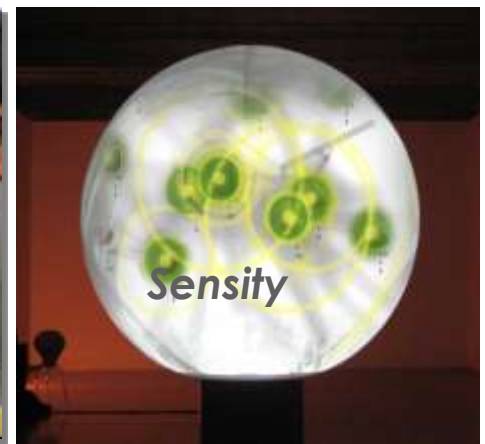
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Frequency Two

The Human Highway

- The search for meaningful experiences
 - context-sensitive experience that fuses their sensory energy and ability to engage - identity-building, exploration / self-improvement
- Human dynamics and emotion modeling
 - affective and cognitive perception, feedback and awareness - modeling social interfacing and feedback -creating behavioral identities
- My ecological integration
 - “Green is the new Black”
- Opportunities to create and control



Frequency Two

The Human Highway

➡ New relationships with cele



➡ The Lifespan of Celebrity

➡ Reality TV

Josh Groban



➡ Synthespians -

Japan's *Kyoko Date*

➡ New Media Genre's

Amanda Congdon

Adam Curry - "Pod Father"



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The Human Highway

➡ Enhanced human potential

- physical and cognitive

➡ Artificial Intelligence and Human Machine Interfaces

➡ Affective social software:

- human touch and senses

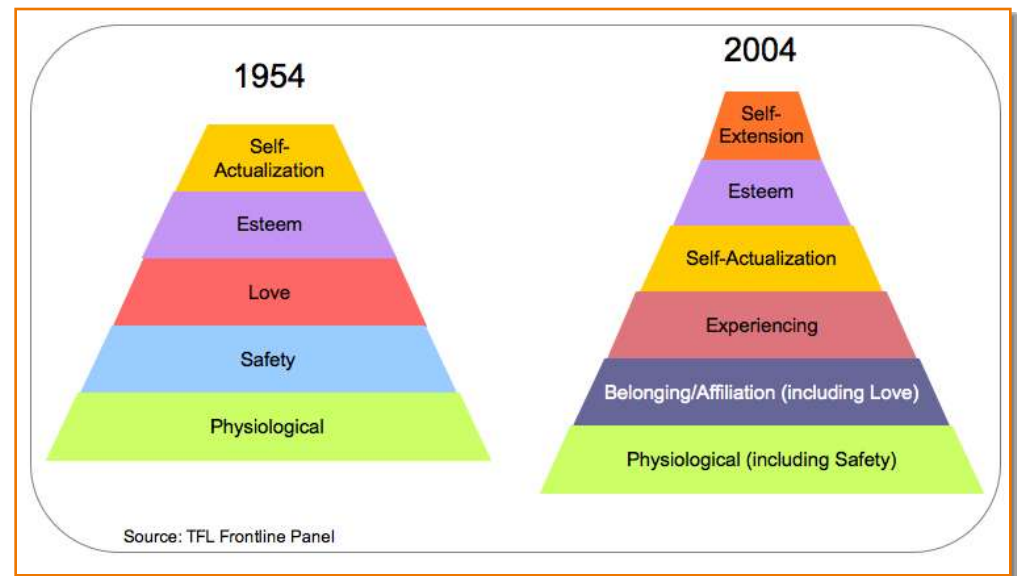
➡ The Singularity



The Human Highway

- ➡ Search for self-extension
 - *Adapting to a deeper sense of self*
- ➡ A Remix lifestyle

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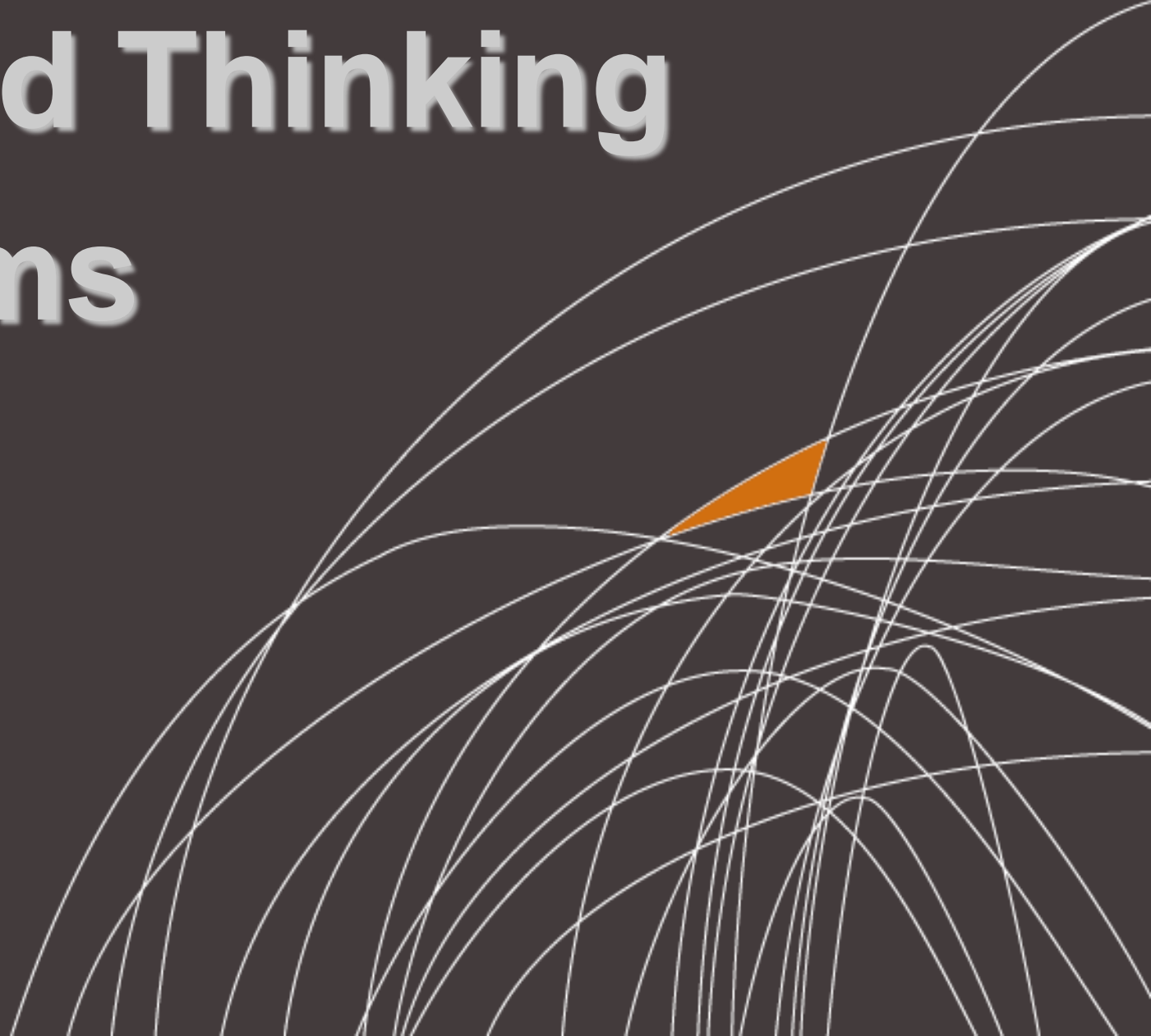




**“How will changing
mindsets impact your
business?”**

Beyond Thinking Systems

3



Frequency Three

Beyond Systems Thinking



**"One man's magic
is another man's
engineering."**

- Robert Heinlein

Beyond thinking Systems

- ➡ Faster not harder
- ➡ Multiple levels simultaneously
 - *Fusing of our eight intelligences*
- ➡ Non-linear / Dimensions not units
 - *3D thinking*
- ➡ Access not retention
 - the external brain
- ➡ Connected and willing to share
- ➡ Finding fresh contextual relevance

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Beyond thinking Systems

Concept engineers: a new tool kit

- ➡ Mutate
- ➡ Rethink
- ➡ Spin
- ➡ Migrate
- ➡ Transform
- ➡ Simulate
- ➡ Displace
- ➡ Fuse
- ➡ Translate



Beyond thinking Systems

Opportunity hacking:

- ➡ White spaces
- ➡ Black holes
- ➡ Hidden worlds
- ➡ Missing colors
- ➡ Unusual perspectives
- ➡ Reversed focus
- ➡ Paradoxes
- ➡ Hybrids

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Beyond thinking Systems

- ➡ Finding comfort in discomfort
- ➡ Non-conventional and non-linear
- ➡ Fracture, impact points and disruption

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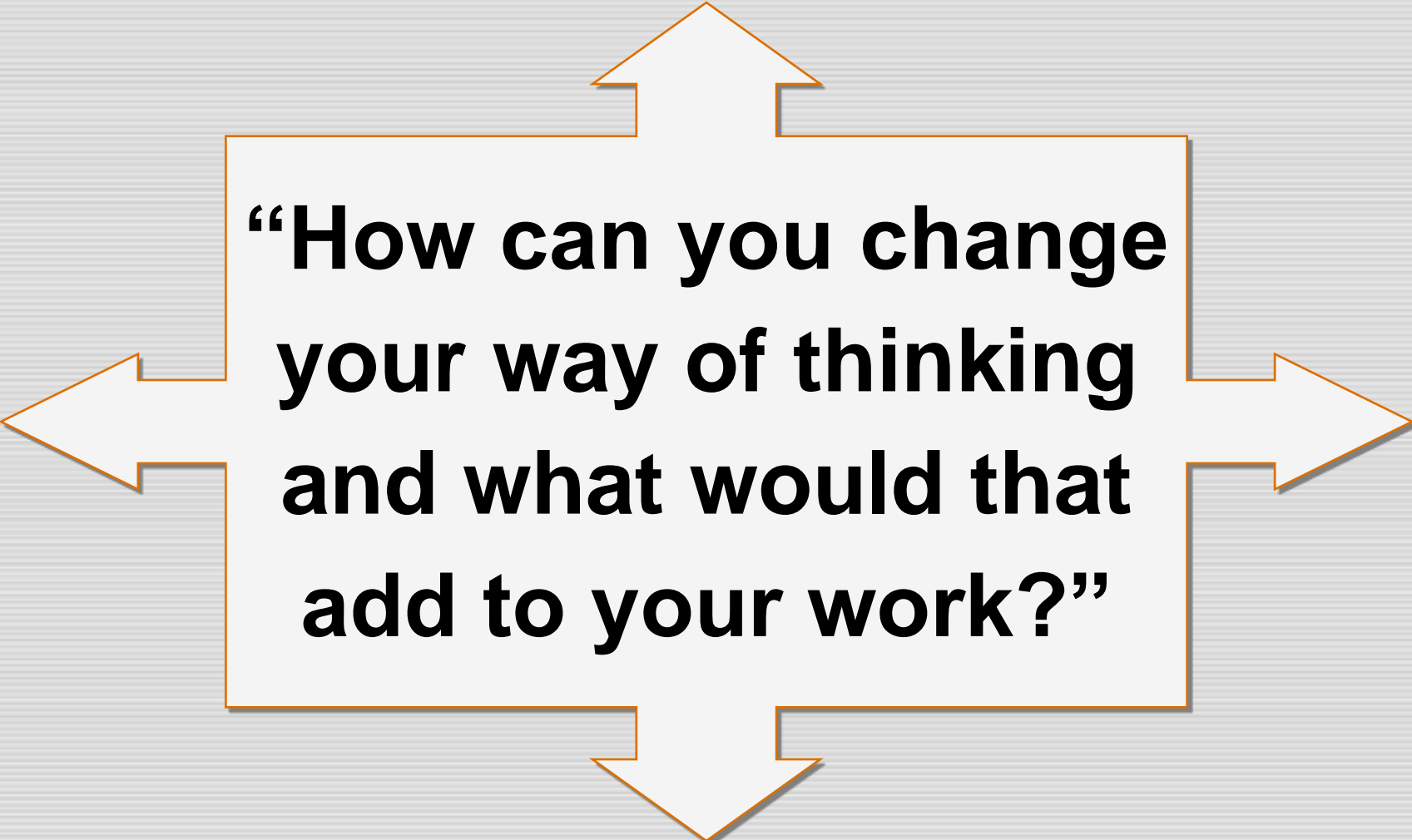


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Beyond thinking Systems

- ➡ Rhizomatic thinking
- ➡ Transformation
- ➡ Emotionally intelligent computing





**“How can you change
your way of thinking
and what would that
add to your work?”**

The Sense Event

4



Frequency Four

The Sense Event



"At a live gig in the future, when we hear a guitar we shouldn't expect to see a guitar. The Law of Least Effort will be applied to music: Small input, massive output."

- Kodwo Eshun

Frequency Four

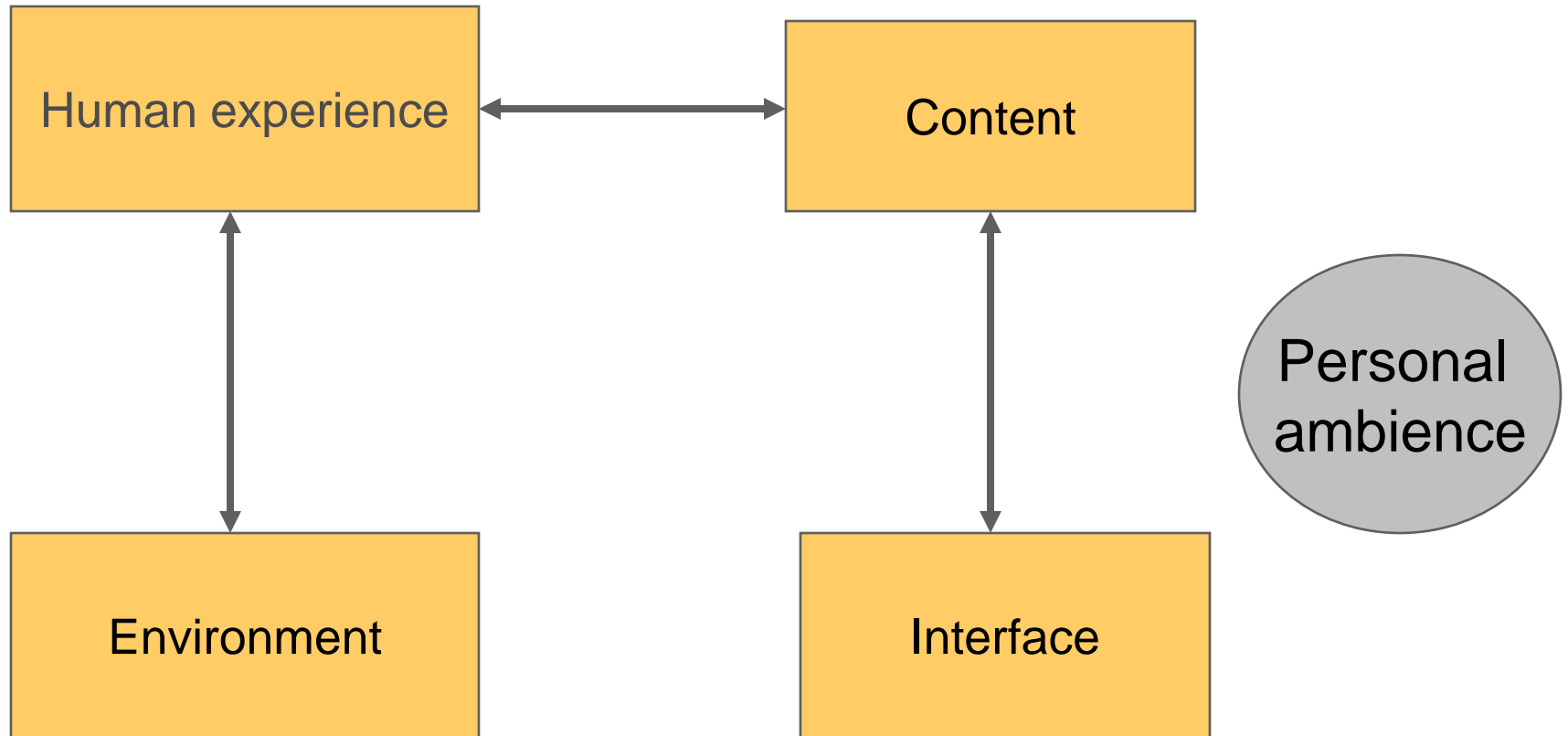
The Sense Event

- ⇒ Ambient, immersion, telepresence
- ⇒ Augmented multi-media and new tech engagement
- ⇒ Seamless movement from virtual, to physical, to virtual
- ⇒ Interactive and collaborative
- ⇒ Seamless fusion between entertainment arts and communication, both real and virtual
- ⇒ Augmented reality Experiensualism
- ⇒ Simplicity



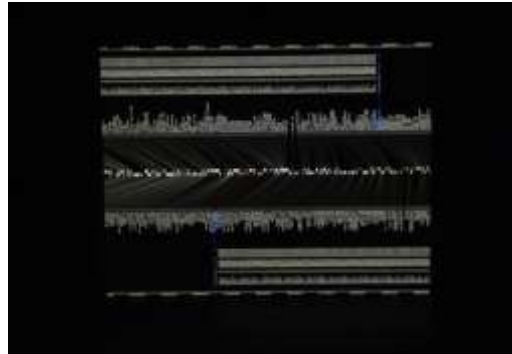
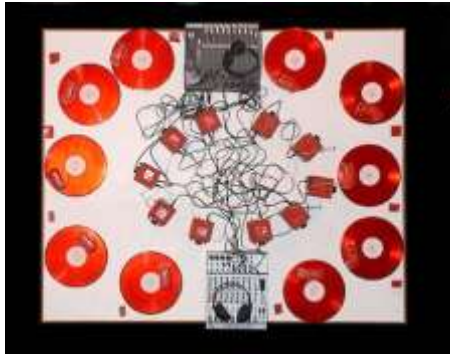
Frequency Four

The Sense Event



The Sense Event

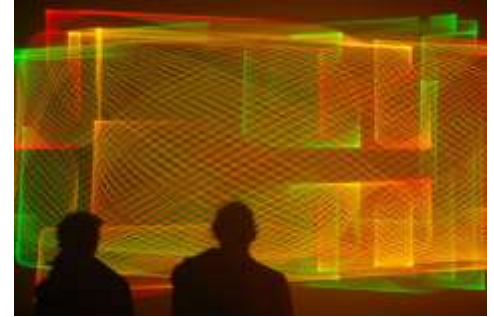
Ryoji Ikeda focuses on the minutiae of ultrasonics, frequencies and the essential characteristics of sound itself, sometimes termed the *invisible multi-substance*.



Then there's the audiovisual concert from Staalplaat Soundsystem's project *Yokomono*.

The Sense Event

➡ Visual music with sensors and gestures. Sensors capture gesture and corporeal movement, translating them into digital data.



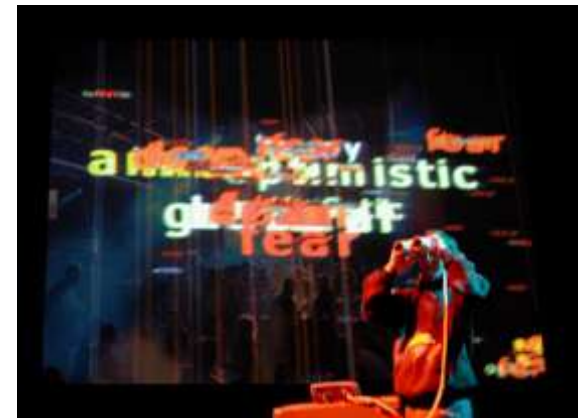
➡ Ultrasound sensors measure the distance between the performer's hands and her machine, allowing the performer to articulate 3D imagery.



The Sense Event

➡ e-Spotting is a music/Internet on-stage performance in which the world's emotions are the musical instruments.

➡ Maurice Benayoun and Jean-Baptiste Barrière play the maps of the emotions extracted in real time from the Net. On stage a big screen displays the mixing of the maps of different emotions.



Frequency Four

The Sense Event

⇒ New Interfaces for Artistic Expression

- ⇒ Gesture Recognition
- ⇒ Smart Tags
- ⇒ Gaming Interfaces
- ⇒ Haptic Feedback/Touch
- ⇒ Relative position sensing
- ⇒ Gravity





interactive architecture



Frequency Four

The Sense Event

- Recording our inner sound
 - Robotica
 - Soundtoys
- Playing a part in society's symphony
 - Sonic City

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Frequency Four

The Sense Event

- Personalized environments
- Bio / Collaborative emotion mapping
- Re-contextualizing behavior

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Frequency Four

The Sense Event

- ➔ Fusion of the old and the new:
Old tools, new uses: From 8 bit
artists to NES visualization
engines
- ➔ Collaborative and DIY Tools
- ➔ Web jamming
- ➔ Forms from Convergent Technologies
- ➔ Hyperinstruments
- ➔ New instruments for Children

[PDA, GameBoy, PC, MIDI]

[BeatBugs]

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Frequency Four

The Sense Event

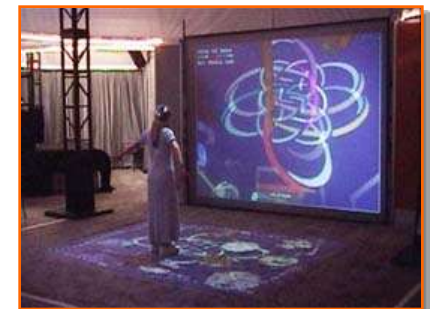
- ⇒ Experimental Geography
- ⇒ Nano art
- ⇒ CCTV
- ⇒ Interactive spaces

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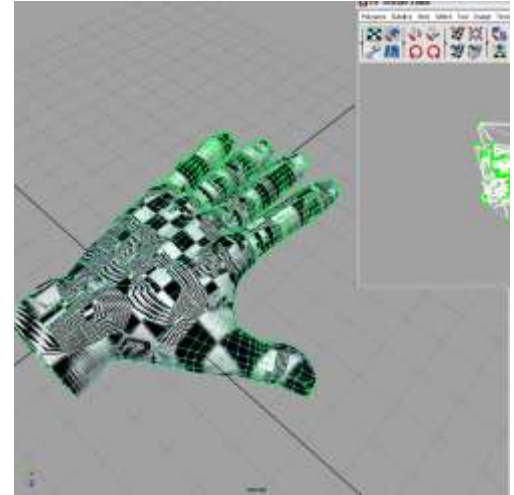
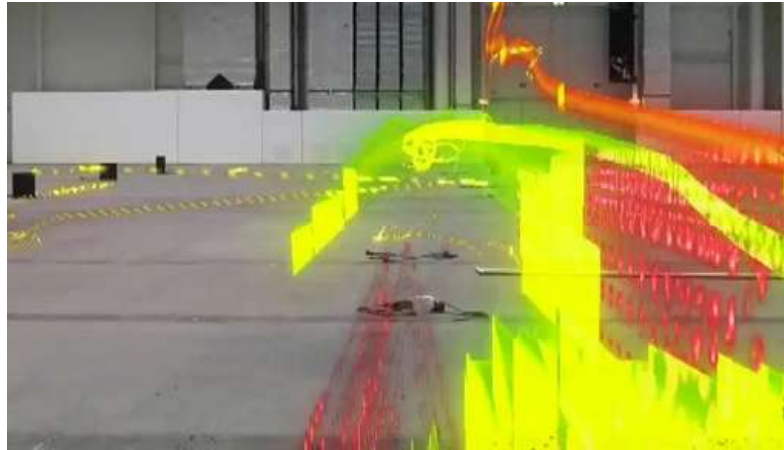
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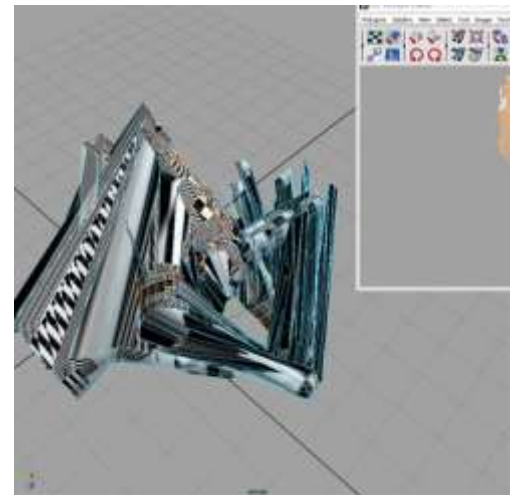
The Sense Event

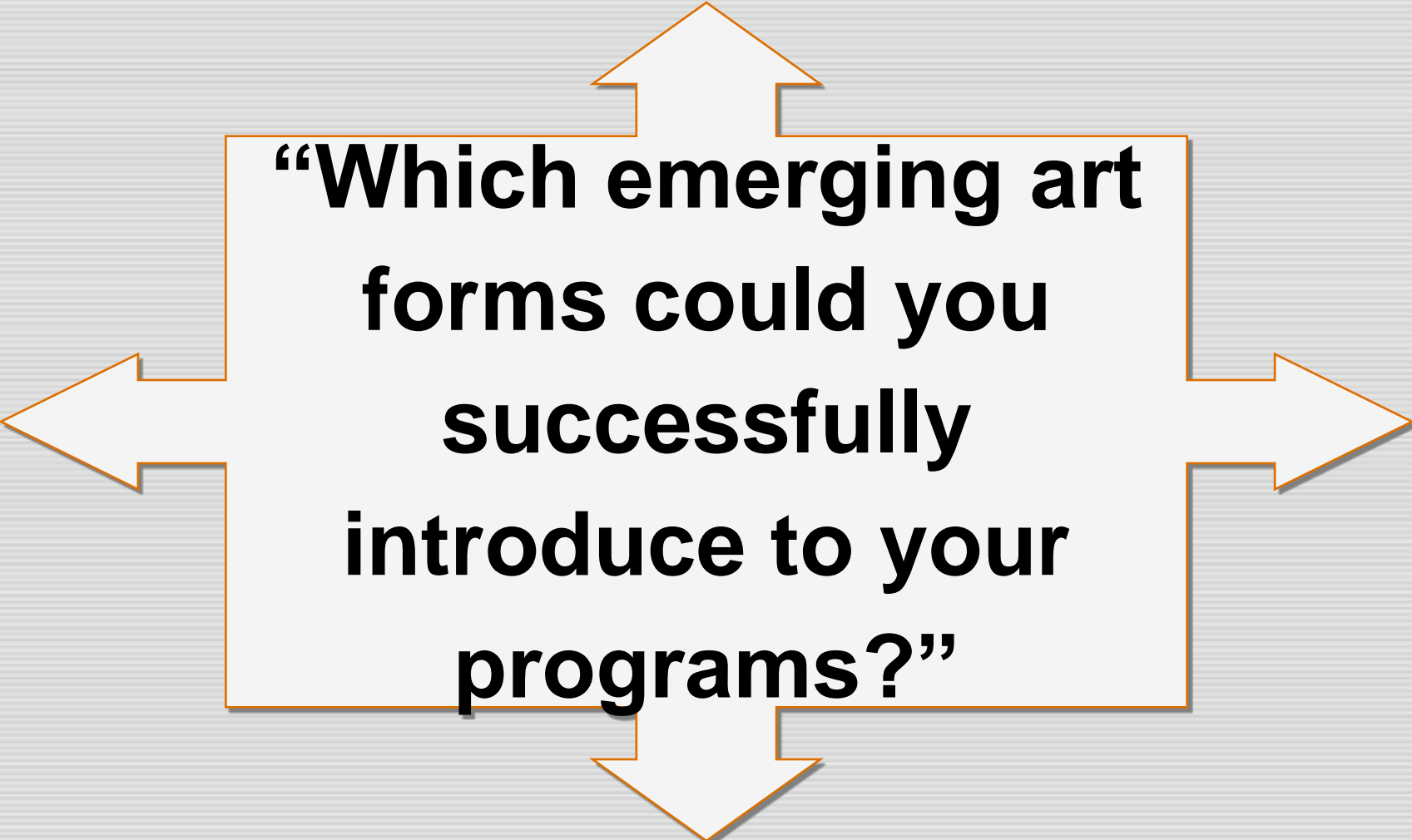
- ➔ 3D Graffiti
- ➔ Responsive



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**“Which emerging art
forms could you
successfully
introduce to your
programs?”**

Frequency Five

Art in Action



"Creating audience interaction is about hooking in to every format of memory we have thought about and then thinking about how we can describe the experience."

- DJ Spooky

Frequency Five

Art in Action



“The time of getting fame for your name on its own is over.

Artwork that is only about wanting to be famous will never make you famous. Any fame is a bi-product of making something that means something.

You don't go to a restaurant and order a meal because you want to have a sh*t.”

– Banksy

Frequency Five

Art in Action

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Frequency Five

Art in Action

- ➡ Persuasion - delivering cognition of the possibilities - bio art, eco art, dealing with sustainability, democracy, etc.
- ➡ Education: from math to Mongolia
- ➡ Whose democracy? (Banksy, downloads, creative commons, blogs)
- ➡ Archiving the future

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Frequency Five

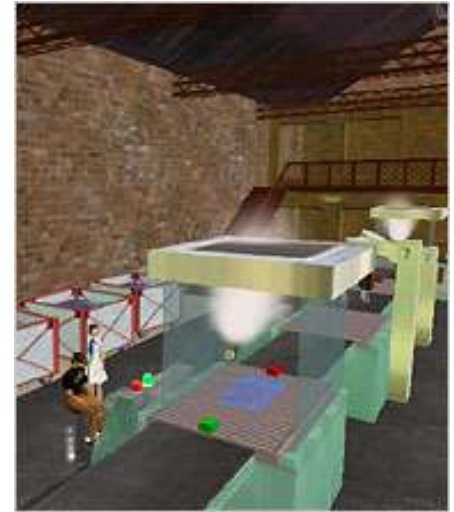
Art in Action

- ➔ Hybrid reality
- ➔ Sonic interpretation of extreme events and environments
- ➔ Sensory memory systems and wildcard bubbles



Second Life Sweatshop art

Invisible Threads a virtual sweat shop that exists only on Second Life, yet produces real-life, custom-ordered, personalized blue jeans.



"Invisible Threads is intended as art, but they see it as a window into so-called telemetric manufacturing methods of the future."

A new generation of creatives

- ⇒ UK's 'Find Your talent' Five hours of culture a week
- ⇒ Reconnecting learning with communities
- ⇒ New learning environments - learning centers
- ⇒ Multiple educational providers

Play the Critic –Sixth Form students develop critical thinking and writing skills by teaching them how to write theatre reviews, under the guidance of professional theatre critics.



Frequency Five

Art in Action

- ➔ **OOKL' project** – mobile phones facilitate a new museum education experience where pupils can become 'personal curators', capturing, interpreting and sharing their own museum collections.
- ➔ **Free in-school workshops instructed by business world professionals** - Maine Media Arts Project (*Workshops include: Digital Storytelling, Animation for Beginners (3rd-4th grade), Introduction to animation (5th-8th grade)*)



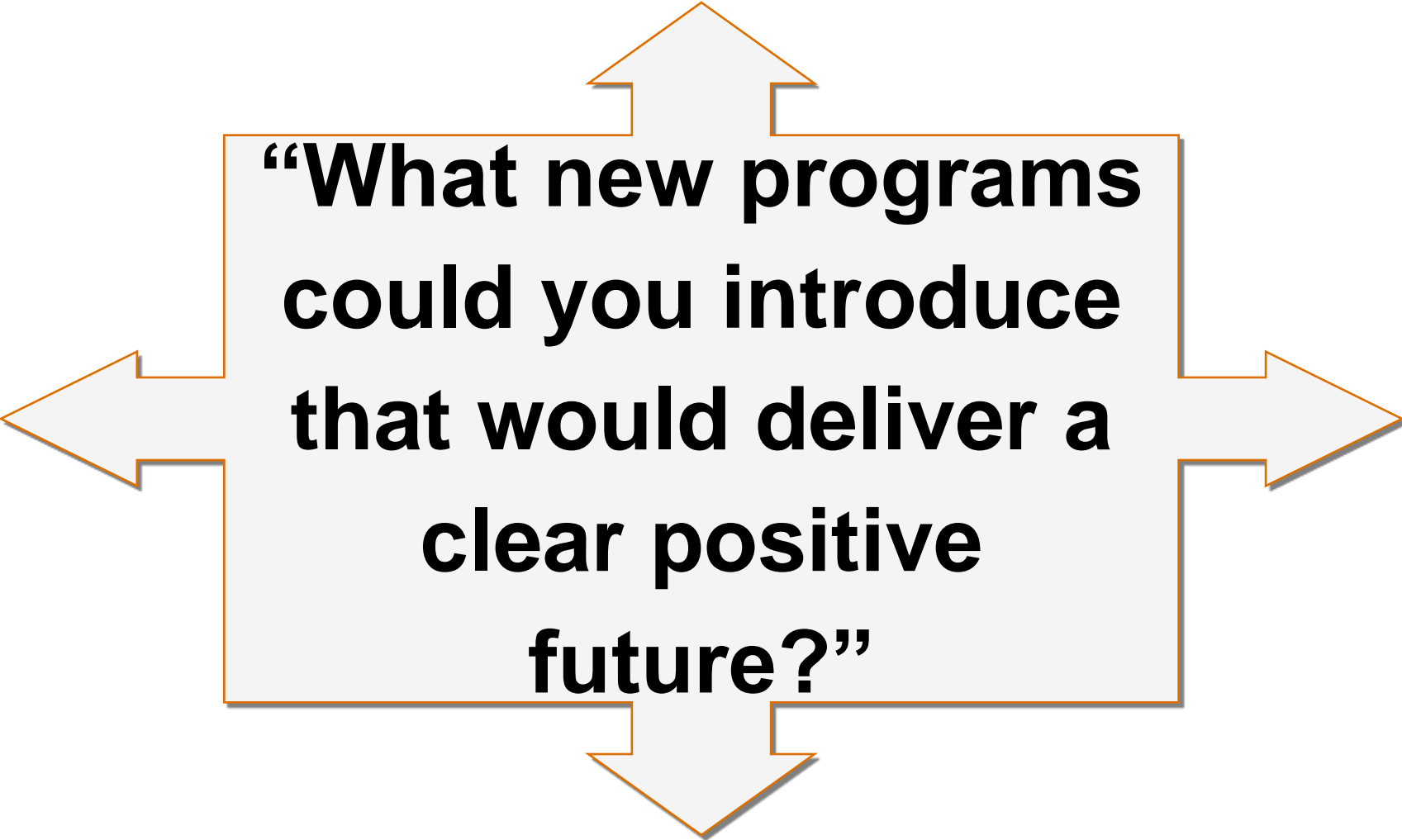
Open source - inspiring innovation

➔ Electrolux student design awards 2007

100's of design students from around the globe entered the competition, presenting their ideas on environmentally friendly household appliances and solutions for the year 2020.

The winning design, from Levente Szabó of Moholy-Nagy University of Art & Design in Hungary, was a compact washing machine that uses soap nuts instead of detergent.





**“What new programs
could you introduce
that would deliver a
clear positive
future?”**

Arts management & income streams



Frequency Six

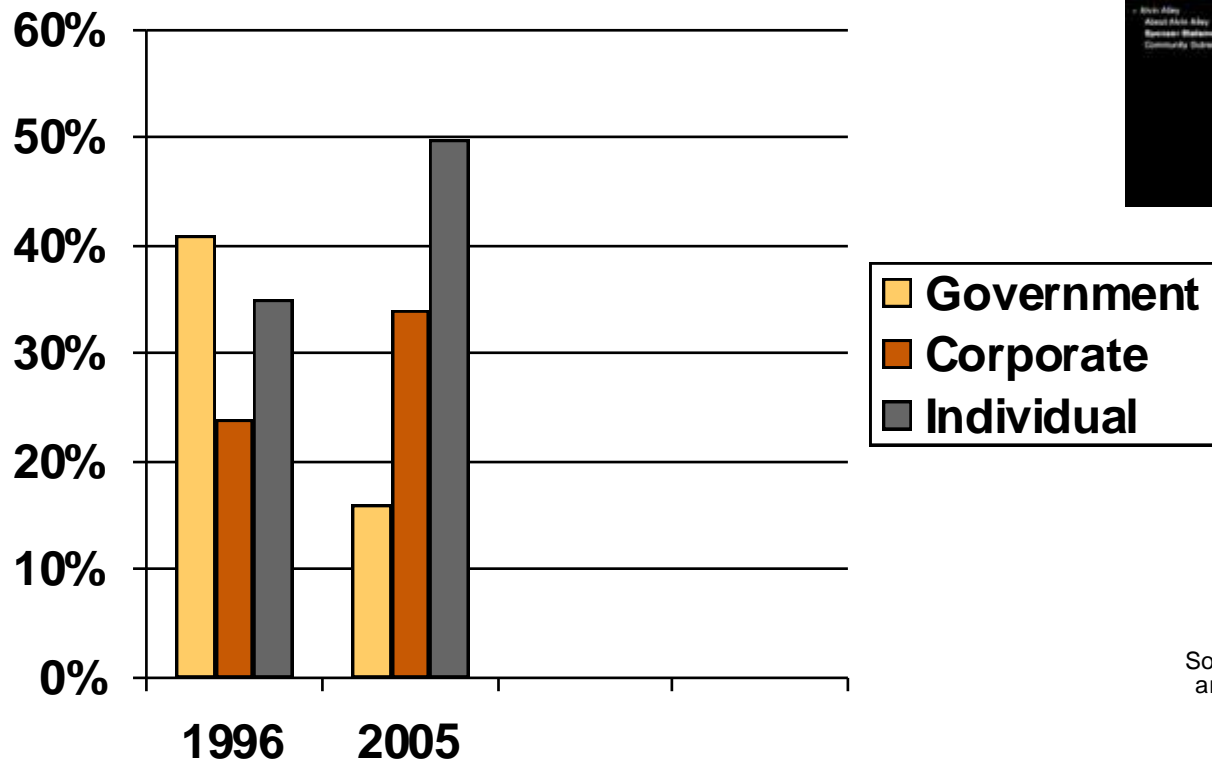
Art Management and Income Streams



"Creative entrepreneurs are no longer taking the nonprofit model as a given and instead are working through a variety of temporary and hybrid structures that best support their work"

***Critical Issues Facing the Arts in California:
A Working Paper from the James Irvine
Foundation (AEA Consulting, 2006)***

Privatization of funding



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"Smart organizations are creating new marketing strategies, changing programs, rethinking organizational structures and board composition...all in an attempt to reach new audiences"

Joan Spero, President of the Doris Duke Charitable Foundation

Art Management and income streams

- ➔ 11 new foundations and 119 nonprofits created every day in U.S - 100,000 foundations by 2020
- ➔ New generation of philanthropists - 3 trillion dollar inheritance from baby boomers
- ➔ Individual Americans gave \$13.5 billion to arts and humanities in 2005
- ➔ \$1.7 trillion estimated to be given to charity 1998- 2017



Art Management and income streams

- ⇒ Collaborative tools, open source and affective data sharing, convergence of CRM, enterprise, and communications middleware
- ⇒ Power of software agents, autonomous agents, etc.
- ⇒ Growth in comprehensive strategic marketing
- ⇒ Compromise with donors
- ⇒ New multi-format advertising spaces



Art Management and income streams

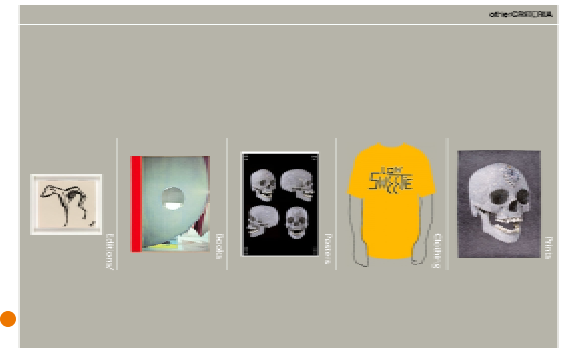
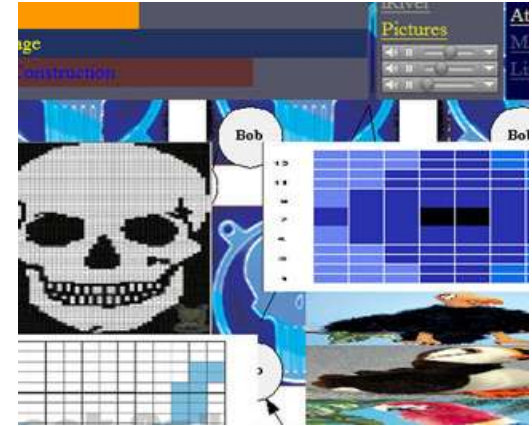
- ➔ Tapping into, integrating and leveraging peer / artist generated content
- ➔ Digital democracy on the dance floor
 - 4,000 people danced for 2 hours in rush hour at Victoria station (April 2007)
- ➔ Current TV
- ➔ MessageQuest: narrative construction
- ➔ Wikinomics: Mass collaboration



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New Business Models

- ➔ New definitions of how art is produced distributed create new cost dynamics leading to less need for subsidies
- ➔ Ownership redefined as donors have more influence over what institutions own, i.e Eli Broad's collection
- ➔ Luxury brands and new sales structures, i.e Damien Hirst's 'Other Criteria' chain of stores



Art Management and income streams

Electric Poetry - mobile projections - fluid sponsorship

A web interface for constructing poems to be broadcast in realtime on the walls of London's underground stations, for London Transport's Platform for Art

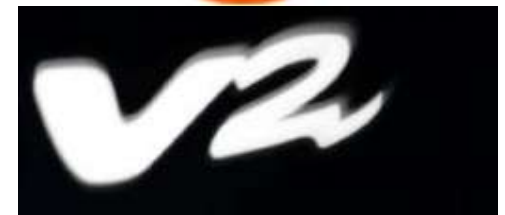
Similar to the popular fridge game, people assemble words into poems which then appear in public or commercial spaces around the city

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Frequency Six

Art Management and income streams

- ➔ Overcoming the leadership gap - the graying of the patrons and donors for traditional arts - integrate Xers and millennials with innovative programs and membership drives - “emerging leaders initiative”
- ➔ Power of having celebrities on board
- ➔ Theater communications and mentoring groups (Illinois, Duke/Mellon, MAP, San Diego, etc.) - sabbatical grants
- ➔ MAM and MEIT from Carnegie Mellon / Global
- ➔ Staying relevant, understanding the shifts from classical to progressive: ICA, DIA, V2, Sage, Gateshead etc.



Art Management and income streams

Rich Mix – community links bridging cultures and disciplines

- ➔ Focus for the arts, culture, music, heritage, fashion, food, architecture, design, ideas and technology within a single building
- ➔ Nurturing talent by providing training, mentoring and employment opportunities for disadvantaged young people
- ➔ Forum for the exchange of expertise and resources



3- screen cinema

Exhibition center

Event spaces

Café

Broadcasting center - BBC

Music studios

Performance venue

Education and workspaces

ICA - Community

- bar and café, seminars and talks, courses, exhibitions, bookshop, reading room
music nights with dj's and bands, film, live and media arts

“An adult play centre” - ICA

founding president Herbert Read describing ICA at its inception



Art Management and income streams

Urban pioneers: building social connections, neighborhood revitalization, community identity

Artspace: Sixty-five live/work units in Monterey - 2010



Art Management and income streams

Bringing real life design concerns and expertise to and from the virtual world

Potential of virtual space to complement and substitute exhibitions and performances

Ten Cubed designed by Bennet Dunkley

"With Ten Cubed we want to show the gallery world - museums, galleries and exhibition space of all kinds - what high quality design can achieve in the way of improving on functional performance of galleries - Peter Dunkley



Art Management and income streams



- ➔ Produced \$95 million and the event was directly responsible for bringing \$18 million to the Austin economy in 2007. The indirect contribution came in around \$77 million



Frequency Six

Art Management and income streams



“What new income streams could you introduce?”

Conclusion

The next frontier



**"Art and artists
help us
understand and
even define the
spirit of an
era."**

- Howard Gardner

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